



INDIGENOUS TOURISM

LABOUR MARKET RESEARCH

Roots to a Future – Regional Profile – Thompson Okanagan



Canada



Funding provided through the Canada-British Columbia
Labour Market Development Agreement.

About the Indigenous Tourism British Columbia (ITBC)

ITBC is a non-profit, stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry that envisions a sustainable Indigenous tourism sector with diverse products in every region of the province. Through training, information resources, networking opportunities and co-operative marketing programs, ITBC is a one-stop resource for Indigenous entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business. ITBC works closely with tourism, business, education, and government organizations to help BC's Indigenous tourism businesses offer quality experiences and actively promotes these experiences to visitors and residents.

Project Advisory Committee

The project is guided by a Project Advisory Committee (PAC) consisting of Indigenous and mainstream tourism industry leaders. The members provided advice throughout the project on the research activities, reviewed project reports, and offered guidance on strategic activities.

- Krista Bax, CEO, go2HR
- Sharon Bondhogg, Owner/Operator, Kekuli Café / Director, Indigenous Tourism BC
- Andrea Hinck, Director of Industry Training, go2HR
- Walt Judas, CEO, Tourism Industry Association of BC (TIABC)
- Richard Porges, Acting CEO, Destination BC
- Arun Subramanian, Director of Industry Health & Safety, go2HR
- Sandra White, Sandra White & Associates

Ex-Officio

- Ryan McCormick, BC Ministry of Advanced Education & Training
- Jessica McKierahan, BC Ministry of Tourism, Arts & Culture



The Consultants – O'Neil Marketing & Consulting

O'Neil Marketing & Consulting collaborates with other leaders in Indigenous and tourism research and economic forecasts. For more than 25 years, Beverley O'Neil (Klawum' Patki) of the Ktunaxa Nation has tailored project teams to the client's project. O'Neil and team members have worked on projects that defined Indigenous tourism in British Columbia, Canada, and guided Indigenous people and Nations worldwide in designing tourism experiences that reflect their story. More info: www.designingnations.com

Prepared by:

Klawum' Patki, (Beverley O'Neil)
O'Neil Marketing & Consulting
North Vancouver, BC
info@designingnations.com

In Partnership with:

Brian Payer (Ojibwe), Payer & Associates
Krista Morten, Align Consulting Group
Dr. Peter Williams
Roslyn Kunin, Roslyn Kunin & Associates
Lee Gan, Roslyn Kunin & Associates

April 11, 2021

The views and opinions expressed in this report are those of its author(s) and not the official policy or position of the Government of British Columbia.



*Funding provided through the Canada-British Columbia
Labour Market Development Agreement.*



THOMPSON OKANAGAN





INDIGENOUS TOURISM LABOUR MARKET RESEARCH

Roots to a Future – Regional Profiles Thompson Okanagan

List of Exhibits

Exhibit 1: BC Regional Tourism Map.....	Error! Bookmark not defined.
Exhibit 2: Thompson Okanagan – Indigenous Tourism Operators by Sector 2020.....	2
Exhibit 3: Thompson Okanagan – Indigenous Tourism Operators by Sector 2003 to 2020.....	3
Exhibit 4: Thompson Okanagan – Change in Businesses Since 2017	3
Exhibit 5: Thompson Okanagan – Percentage Ownership by Type.....	3
Exhibit 6: Thompson Okanagan – Employment by National Occupation Code (NOC)	4
Exhibit 7: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Profile	5
Exhibit 8: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Employee Profile.....	6
Exhibit 9: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Skills and Recruitment Profile.....	7



INDIGENOUS TOURISM LABOUR MARKET RESEARCH

Roots to a Future – Regional Profile Thompson Okanagan

This section includes a profile of the Indigenous tourism industry in this tourism region. It summarizes the number and type of Indigenous tourism businesses. The Indigenous tourism operator inventory list has been periodically updated for over 20 years for ITBC research and audit projects. This list was also used to calculate industry sectors and changes within those regions. In addition, 2019 regional Indigenous tourism employment estimates by occupation are summarized here from research conducted by the consulting team in 2020. Finally, the 2020 Indigenous tourism business survey results were composed by region to produce the business profile, employee profile and skills and recruitment characteristics. Though it was necessary to combine business survey results for several regions due to small sample sizes – e.g., Northern BC with the Cariboo Chilcotin Coast, and Kootenay Rockies with the Thompson Okanagan region.

Exhibit 1: BC Regional Tourism Map



THOMPSON OKANAGAN



Exhibit 2: Thompson Okanagan – Indigenous Tourism Operators by Sector 2020

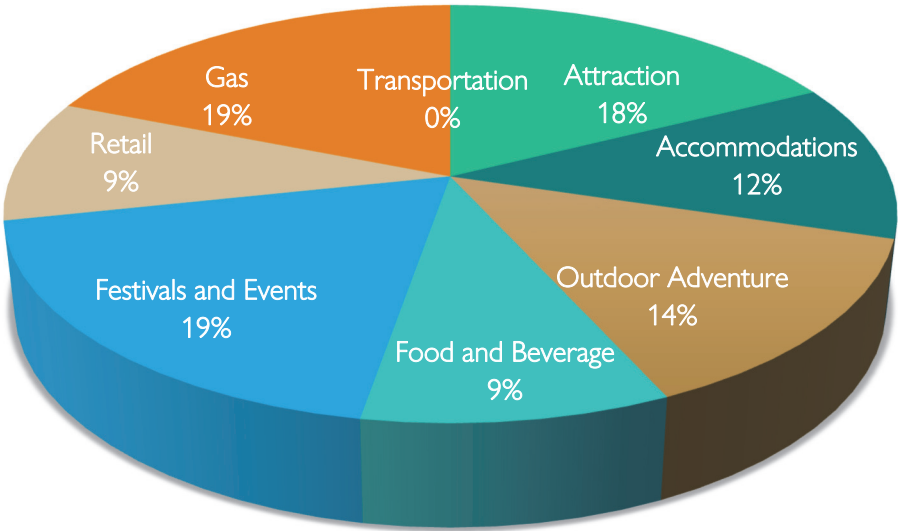


Exhibit 3: Thompson Okanagan – Indigenous Tourism Operators by Sector 2003 to 2020

Primary Tourism Sector	# 2020	% 2020	# 2017	% 2017	# 2003	% 2003	% Change since 2017	% Change since 2003
Attraction	13	18%	12	17%	6	25%	8%	117%
Accommodations	9	12%	8	11%	4	17%	13%	125%
Outdoor Adventure	10	14%	6	8%	1	4%	67%	900%
Food and Beverage	7	9%	7	10%	1	4%	0%	600%
Festivals and Events	14	19%	13	18%	6	25%	8%	133%
Retail	7	9%	12	17%	6	25%	-42%	17%
Gas	14	19%	14	19%	0	0%	0%	100%
Transportation	0	0%	0	0%	0	0%	100%	100%
Total	74	100%	72	100%	24	100%	3%	208%

Exhibit 4: Thompson Okanagan – Change in Businesses Since 2017

	2020
Previous # of businesses operating	72
LESS: No longer operating	1
= Continued operating	71
ADD: New Indigenous businesses	3
= Current Indigenous businesses operating	74
NET Change # Businesses (Gain/-Loss) since 2017	2
% Change over previous period	3%

NOTE: New Indigenous businesses are businesses that were not included in the 2017 BC Indigenous tourism operators list.

Exhibit 5: Thompson Okanagan – Percentage Ownership by Type

Thompson Okanagan
% Ownership by Type

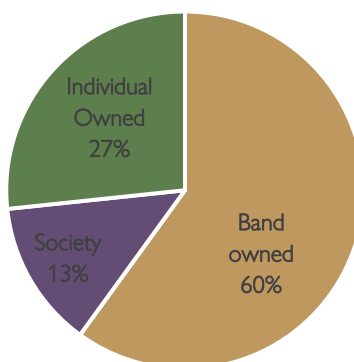


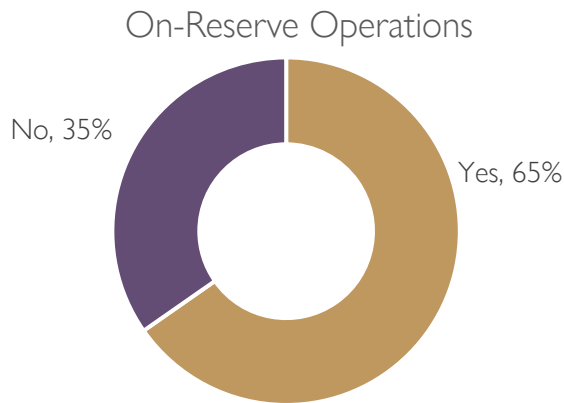
Exhibit 6: Thompson Okanagan – Employment by National Occupation Code (NOC)

Thompson Okanagan	Employed	% of Regional Total	% of Occupation Total			
			FT	% FT	PT	% PT
Retail and Wholesale Trade Managers	86	17%	28	32%	58	68%
Service Station Attendants	86	17%	53	62%	33	38%
Cooks	73	14%	33	45%	40	55%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	58	11%	33	57%	25	43%
Retail Salesperson	53	10%	35	67%	18	33%
Landscaping and Grounds Maintenance Labourers	40	8%	18	44%	23	56%
Tour and Travel Guides	28	5%	13	45%	15	55%
Administrative Assistant	13	2%	10	80%	3	20%
Janitors, Caretakers and Building Superintendents	13	2%	8	60%	5	40%
Harvesting Labourers	10	2%	0	0%	10	100%
Restaurant and Food Service Managers	10	2%	10	100%	0	0%
Artisans and Craftspersons	8	1%	5	67%	3	33%
Accounting Technicians and Bookkeepers	5	1%	3	50%	3	50%
Chefs	5	1%	0	0%	5	100%
Program Leaders and Instructors In Recreation, Sport and Fitness	5	1%	0	0%	5	100%
Technical Occupations Related to Museums and Art Galleries	5	1%	3	50%	3	50%
Accommodation Service Managers	3	0%	3	100%	0	0%
Administrative Officers	3	0%	0	0%	3	100%
Conference and Event Planners	3	0%	3	100%	0	0%
Hotel Front Desk Clerks	3	0%	3	100%	0	0%
Outdoor Sport and Recreational Guides	3	0%	0	0%	3	100%
Purchasing and Inventory Control Workers	3	0%	0	0%	3	100%
Support Occupations in Accommodation, Travel and Facilities Set-Up Services	3	0%	3	100%	0	0%
Accommodation, Travel, Tourism and Related Services Supervisors	0	0%	0		0	
All Occupations in TO	516	100%	260	50%	255	50%

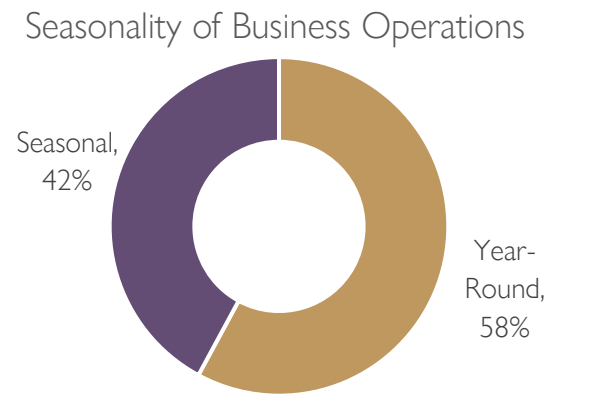
Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Survey Results

Business Profile

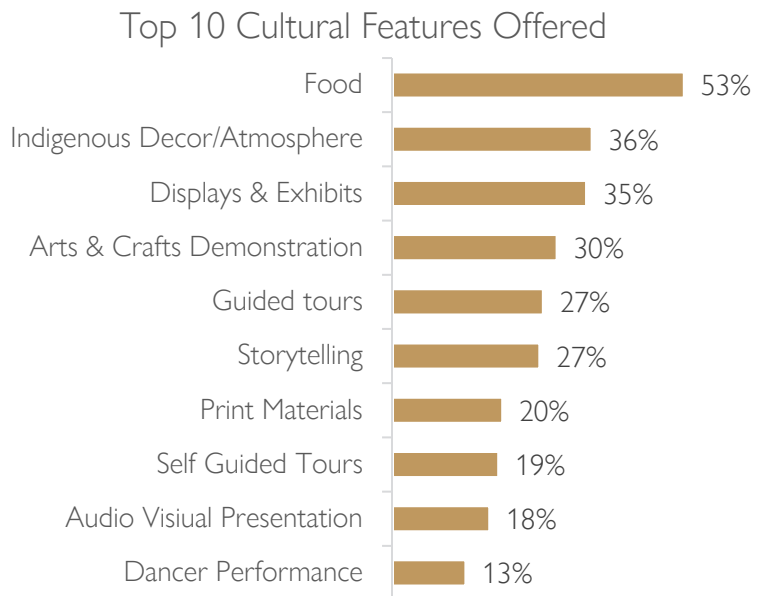
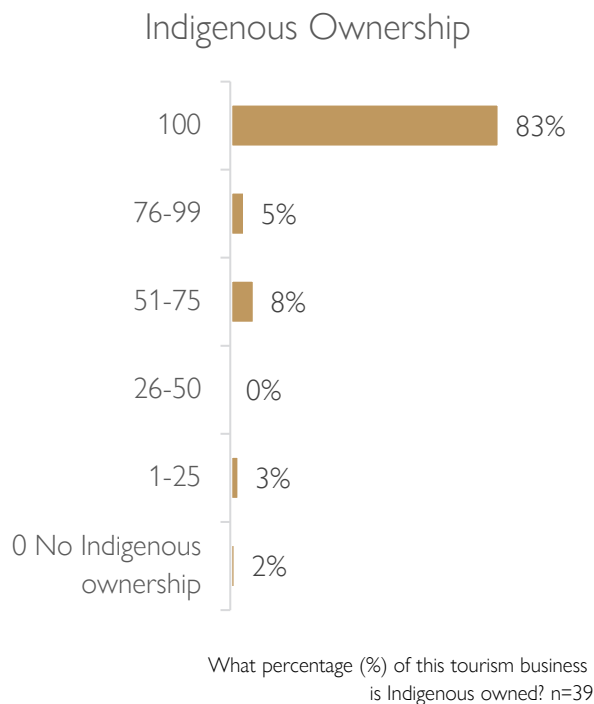
Exhibit 7: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Profile



Does your business primarily operate on-reserve? n=39



What months of the year does your business primarily operator? n=38



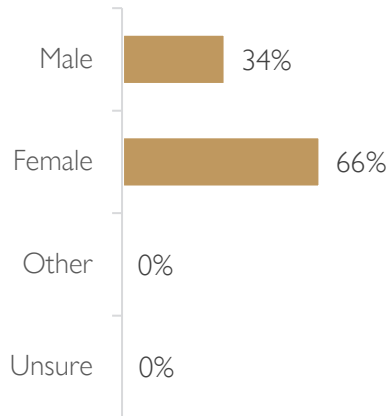
What Indigenous cultural features/activities characterize your tourism business? n=42.
42 businesses selected 158 cultural features.

Note: Businesses could select multiple months of operation therefore it is expected that percentages do not total 100%.

Employee Profile

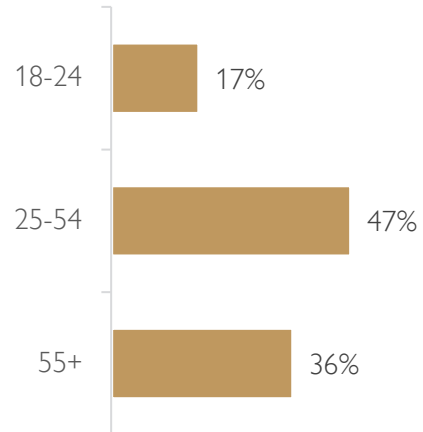
Exhibit 8: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Employee Profile

Gender of Business Employees
(Average %)



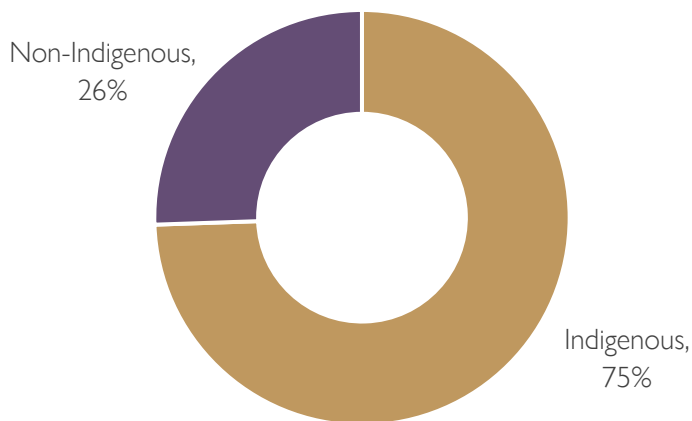
How many employees are typically male, female, other, unsure? n=20
Small sample sizes please use caution when interpreting.

Age of Business Employees
(Average %)



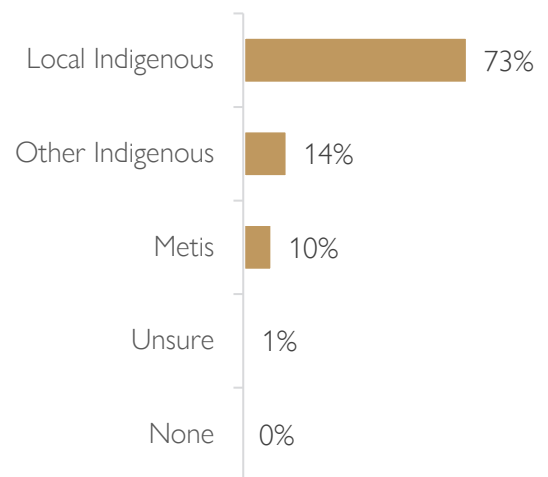
Overall, how many employees fall in the each of the following age categories? n=21
Small sample sizes please use caution when interpreting.

Indigenous Employees
(Average %)



Overall, about how many or what percent of these employees were: n=28
Small sample sizes please use caution when interpreting.

Origin of Indigenous Employees
(Average %)



Overall, about how many or what percent of the Indigenous personnel were? n=28
Small sample sizes please use caution when interpreting.

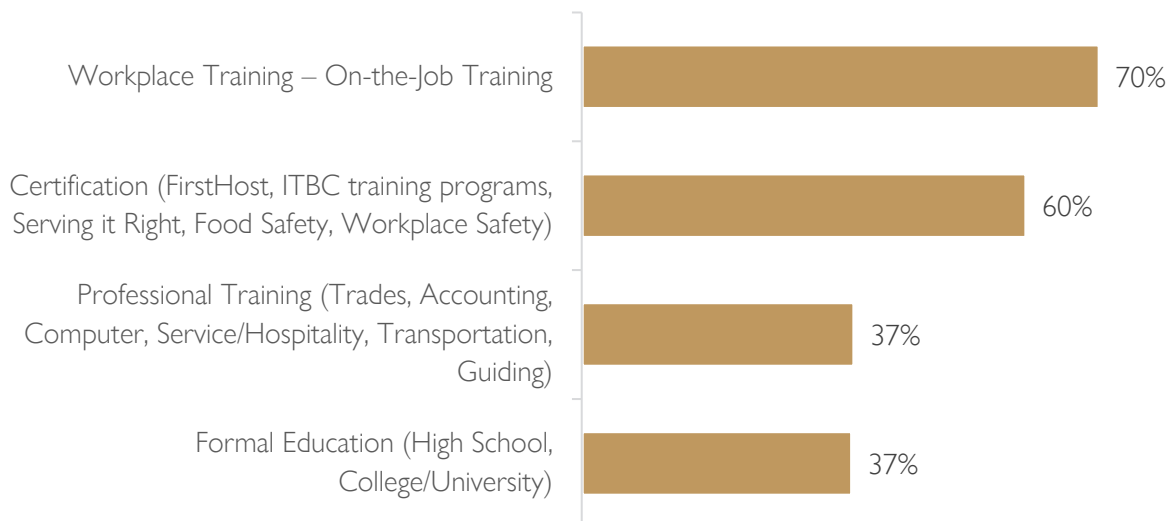
Skills and Recruitment

Exhibit 9: Kootenay Rockies and Thompson Okanagan – Indigenous Tourism Business Skills and Recruitment Profile

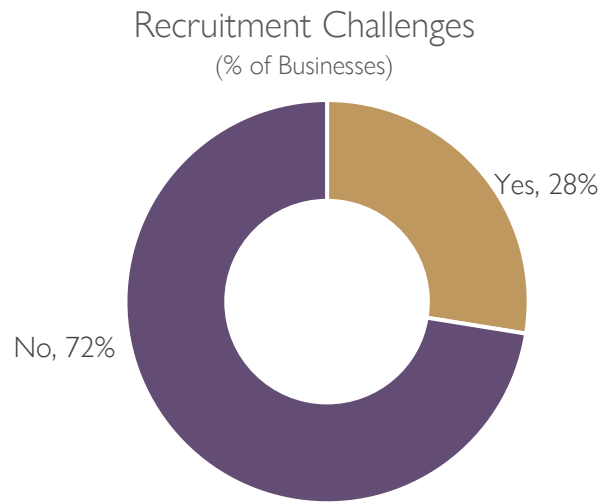


Overall, what uniquely Indigenous cultural skills or knowledge are used in any of these positions?
Businesses could provide more than one response so totals add to more than 100%.
30 business responded with 87 responses.

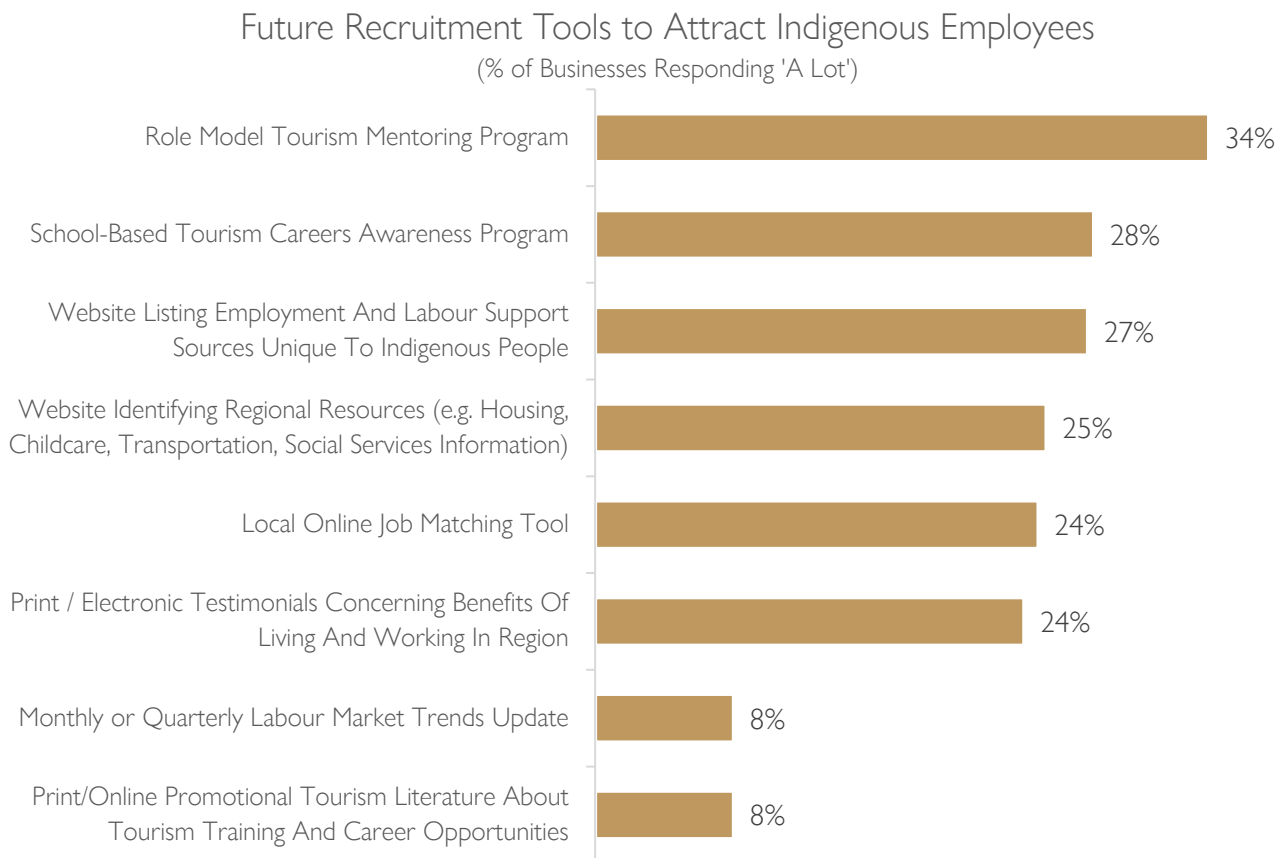
Importance of Education/Training in Selection of Employees (% Responses Very or Extremely Important)



How important were the presence of the following formal education/training qualifications in your typical selection of employees?
n=24. Small sample sizes please use caution when interpreting.



Overall, did your tourism business have any challenges recruiting its required employee complement in 2019, n=26.
Small sample sizes please use caution when interpreting.



Over the next 5 years (2020/24), to what extent would the availability of the following recruitment tools help your company attract Indigenous employees?
Not At All, Somewhat, A lot
n=21. Small sample sizes please use caution when interpreting.



**INDIGENOUS
TOURISM BC**

www.Indigenoustbc.com

Canada



*Funding provided through the Canada-British Columbia
Labour Market Development Agreement.*